

Name: \_\_\_\_\_

## Commercial Art

### Directions:

Evaluate the student by entering the appropriate number to indicate the degree of competency.

### Rating Scale:

- 0 No Exposure** – no experience/knowledge in this area; program/course did not provide instruction in this area
- 1 Unsuccessful Attempt** – unable to meet knowledge or performance criteria and/or required significant assistance
- 2 Partial Demonstration** – met some of the knowledge or performance criteria with or without minor assistance
- 3 Knowledge Demonstrated** – met knowledge criteria without assistance at least once
- 4 Performance Demonstrated** – met performance criteria without assistance at least once
- 5 Repetitive Demonstration** – met performance and/or knowledge criteria without assistance on multiple occasions
- 6 Mastered** – successfully applied knowledge or skills in this area to solve related problems independently

\*Deleted in 1990

0	1	2	3	4	5	6	A. Describe and safely interact with all commercial art systems, including tools, materials, and equipment	Notes:
							1. Demonstrate proper uses of T-square	
							2. Demonstrate proper uses of triangles	
							3. Demonstrate proper uses of drafting knives	
							4. Demonstrate proper uses of scissors	
							5. Demonstrate proper uses of tech pens	
							6. Demonstrate proper uses of sharpeners	
							7. Demonstrate proper uses of pencils	
							8. Demonstrate proper uses of erasers	
							9. Demonstrate proper uses of tapes	
							10. Demonstrate proper uses paper	
							11. Demonstrate proper uses fixatives	
							12. *	
							13. Demonstrate proper uses of markers	
							14. Demonstrate proper uses of ink	
							15. Demonstrate proper uses of paint	
							16. Demonstrate proper uses of individually selected materials	
							17. Demonstrate proper uses of individually selected equipment	
							18. Demonstrate proper uses of individually selected camera	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>B. *</b>	<b>Notes:</b>
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<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>C. *</b>	<b>Notes:</b>
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<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>D. Design basic commercial business work</b>	<b>Notes:</b>
							1. Design logo	
							2. Design business card	
							3. Design letterhead	
							4. *	
							5. Produce line drawings	
							6. *	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>E. Develop and produce advanced design work</b>	<b>Notes:</b>
							1. Develop freelance production art for business/industry	
							2. Produce art for in-school production	
							3. Produce display/bulletin boards	
							4. Produce commercial art/advertising design self-promotion	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>F. Prepare specialty design work</b>	<b>Notes:</b>
							1. Prepare rough layouts	
							2. Prepare full-color comprehensive layouts	
							3. Prepare book cover designs	
							4. Prepare magazine advertisements	
							5. Prepare multi-page programs	
							6. Prepare flyers	
							7. Prepare posters	
							8. Prepare repeat design (i.e. wall paper)	
							9. Prepare T-shirt designs	
							10. Prepare black and white illustrations	
							11. Design point-of-purchase/billboard signs	
							Other:	

0	1	2	3	4	5	6	<b>G. Produce production/camera-ready art</b>	<b>Notes:</b>
							1. Identify planning methods	
							2. Produce keyline art	
							3. Produce overlay art	
							4. Produce mechanical color separation	
							5. Produce pasteup with type/photos	
							6. Produce screen tint art	
							7. Produce printer specs	
							8. Crop and scale photos	
							Other:	

0	1	2	3	4	5	6	<b>H. Produce industry-recognized perspective sketches/drawings</b>	<b>Notes:</b>
							1. Identify/illustrate one-point perspective	
							2. Identify/illustrate two-point perspective	
							3. Identify/illustrate multi-point perspective	
							Other:	

0	1	2	3	4	5	6	<b>I. Produce industry-recognized illustrations</b>	<b>Notes:</b>
							1. Produce story illustration creation	
							2. Produce enlarged product illustration	
							3. Produce technical cross-section illustration	
							Other:	

0	1	2	3	4	5	6	<b>J. *</b>	<b>Notes:</b>
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0	1	2	3	4	5	6	<b>K. Develop and produce cartoons</b>	<b>Notes:</b>
							1. Create a character	
							2. Produce one frame/strip cartoon	
							3. *	
							Other:	

0	1	2	3	4	5	6	<b>L. Effectively communicate with industry stakeholders</b>	<b>Notes:</b>
							1. Demonstrate proper use of vocabulary	
							2. Illustrate key symbols/signs	

								3. Identify production planning and related costs	
								Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>M. *</b>	<b>Notes:</b>
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<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>N. Demonstrate job-seeking and job retention skills</b>	<b>Notes:</b>
							1. Identify methods of finding a job	
							2. Identify methods of finding a school	
							3. Identify methods of keeping a job	
							4. Identify methods of growing/improving	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>O. Prepare a personal portfolio</b>	<b>Notes:</b>
							1. Identify and select materials	
							2. Prepare presentation	
							3. Prepare for job interview	
							4. Prepare resume	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>P. Produce pen work</b>	<b>Notes:</b>
							1. Demonstrate handlettering	
							2. Produce calligraphy	
							3. Produce ruled forms	
							4. Produce spot illustration	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Q. Demonstrate type fundamentals</b>	<b>Notes:</b>
							1. Identify type styles and structure	
							2. Identify methods of copyfitting, mark-up, and proofreading	
							Other:	

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>R. Operate computer graphics hardware and software</b>	<b>Notes:</b>
							1. Identify hardware and basic functions/operations	
							2. Identify software programs and uses	
							Other:	

0	1	2	3	4	5	6	S. Demonstrate leadership skills in the classroom, industry, and society *	Notes:
							1. Demonstrate an understanding of VICA, its structure and activities	
							2. Demonstrate an understanding of one's personal values	
							3. Perform tasks related to effective personal management skills	
							4. Demonstrate interpersonal skills	
							5. Demonstrate etiquette and courtesy	
							6. Demonstrate effectiveness in oral and written communication	
							7. Develop and maintain code of professional ethics	
							8. Maintain good professional appearance	
							9. Perform basic tasks related to securing and terminating employment	
							10. Perform basic parliamentary procedures in group meeting	
							Other:	

***\*NOTE: These competencies are addressed in the Missouri SkillsUSA-VICA Curriculum Guide lessons***